



Docket No. 36968.265393 (BS01377)

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the U.S. Application of

Scott R. Swix, et al.

Group Art Unit: 2161

Application Serial No.: 10/020,779

Examiner: Unassigned

Filed: December 14, 2001

For: ADVERTISING AND CONTENT MANAGEMENT SYSTEMS AND METHODS

Commissioner For Patents
Washington, D.C. 20231

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INFORMATION DISCLOSURE STATEMENT

Dear Sir or Madam:

Pursuant to Applicant's duty of disclosure under 37 C.F.R. §§1.56 and 1.97-1.99, the documents listed on the attached Form PTO-1449 are being brought to the attention of the Examiner in charge of the captioned application.

The Examiner is respectfully requested to initial in the space adjacent to the listing of each documents on Form PTO-1449, and return a copy of the initialed Form PTO-1449 with the next communication to Applicant, to confirm that these documents have been considered by the Examiner and made of record in this application.

Certification under § 1.97(b):

This statement is being filed with the application. Accordingly, Applicant does not believe any fee is due.

Please charge any additional fees to Deposit Account No. 11-0855.

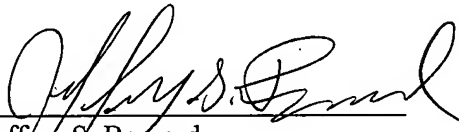
It is respectfully requested that the references listed on the attached form be expressly considered by the Examiner and be made of record in the application and appear among the "References Cited" on any patent to issue therefrom.

Applicant makes no representation as to publication or the publication date, if any, of the references listed on the attached form, and makes no representation as to whether the references listed are prior art. The various dates listed, if any, are the dates shown on the document or otherwise associated with the document, and may or may not be a publication date. Applicant respectfully reserves the right to swear behind, differentiate, and otherwise address the references listed at the appropriate time.

If the Examiner has any questions or wishes to discuss this application, kindly telephone the undersigned.

Respectfully submitted,


Date: March 11, 2002


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Form PTO-1449 U.S. Department of Commerce Patent & Trademark Office INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)	Atty. Docket No. 36968.265393 (BS01377)	Serial No. 10/020,779
	Applicant(s): Scott R. Swix William R. Matz	
	Filing Date December 14, 2001	Group 2161

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U.S. PATENT DOCUMENTS

Examiner * Initial	Document Number	Date	Name	Class	Subclass	Filing Date If Appropriate
	5,818,438	10/06/1998	Howe, et al.	345	327	04/25/1995
	5,892,508	04/06/1999	Howe, et al.	345	327	02/05/1998

FOREIGN PATENT DOCUMENTS

Examiner * Initial	Document Number	Date	Country	Class	Subclass	Translation	
						Yes	No

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Page, Etc.)

Examiner * Initial	Title/Author/Publisher/Year Published/Page(s)

EXAMINER	DATE CONSIDERED
*Examiner: Initial if referenced considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	



03-12-02

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"Express Mail" mailing label no. : ET 020 075 250 US

Date of Deposit : March 11, 2002

Type of Document(s) : - Information Disclosure Statement –
2 pages
- PTO Form 1449 – 1 page
- 2 Cited References
: - Return Postcard

Serial No. : 10/020,779

Filing Date : December 14, 2001

I hereby certify that the documents identified above are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231.

Lisa L. Rone